Perth TolleFounder, Life + Liberty Indexes



Perth Tolle is the founder of Life + Liberty Indexes, index provider and sponsor of the Freedom 100 Emerging Markets ETF – a first of its kind strategy that uses personal and economic freedom metrics as primary factors in its investment process.

Prior to forming Life + Liberty Indexes, Perth was a private wealth advisor at Fidelity Investments in Los Angeles and Houston. Prior to Fidelity, Perth lived and worked in Beijing and Hong Kong, where her observations led her to explore the relationship between freedom and markets.

Perth is a frequent speaker at investment industry events and provides commentary for various financial media including Barron's, Bloomberg, CNBC, Cheddar, and MarketWatch.

The Freedom 100 Emerging Markets ETF (Ticker: FRDM) and its underlying index were voted Best New International/Global Equity ETF and Index of the Year 2019 by ETF.com.

Perth was named one of the Ten to Watch in 2020 by Wealth Management Magazine for her work on freedom investing.

Ms. Tolle has not previously testified before the Commission.